

MASTER CLASS

5 Secrets to Prospecting Farmers

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Prospecting

Prospecting Can Be a Profitable Sales Strategy By Following Five Secrets



SECRET #1 Set a Validated Sales Goal

Successful Prospecting is Knowing that...

- _____ of the business is FREE for the asking
- _____ of the available buyers will never buy from you
- _____ of the business is available, but you have to work to take it from someone else

The 30% Loss/Opportunity Principle

30% of the market is FREE! 30% of the business is free for prospecting. No one claims it! Use it to set your goals.

ex.

30% x _____ total units sold by all companies in your territory = _____ FREE units

current average order size for new customers = _____

_____	-	_____	=	_____
new sales goal		last year's final net sales		total increase units needed

_____	÷	_____	=	_____
increase units needed		current average order size		new customers needed

_____	÷	_____	=	_____
# of new customers needed		closing percentage		prospects needed

I need to call on _____ new prospects to get _____ new buyers
to purchase _____ new units each by _____ (date).

SECRET #2

Develop Qualifications for Prospects

Prospecting means searching an entire group and choosing the ones who will help you reach your future goals!

Prospecting is not selling...

- You're not trying to write orders

Prospecting is INTERVIEWING...

- _____ prospective buyers
- Sorting _____
- _____ the unqualified
- _____ the qualified
- _____ around the qualified
- Getting an _____ to come back

What qualifications does a prospect need to have in order to buy from your company?

1. Appears friendly with a cooperative attitude
2. You like him
3. Appears to be progressive
4. Appears to have the qualifying size operation
5. Appears to be in the right age range
6. Lives in my territory
7. Appears easy to communicate with
8. Appears to have a positive attitude
9. Appears honest with ability to pay
10. Appears that he likes you

SECRET #3

Develop Qualifications for Yourself

Prospects are sorting YOU too. Make a good first impression! You're also being interviewed by prospects to see if they want to work with you. Do everything you can to make a **great first impression**.

- Appear to be a leader
- Appear to be smart
- Appear to be in total control
- Provide Outer Circle information
- Appear to have a strong belief
- Appear very unique
- Appear to have values outside of product

Use “Doggy Treats”: an attraction tool we use to impress prospects, reassure customers, and raise perceptions of ourselves very quickly.

How to Use Doggy Treats:

1. Doggy treats are not gifts or handout items with your company name on it. They are, instead, articles of interest from publications the grower doesn't normally read.
2. Few, if any, Ag publications qualify as a source for Doggy Treats because farmers read those publications.
3. Choose articles the prospect or customer hasn't seen or thought about before that generally have little or nothing to do with your products or services.
4. Choose articles that are leading and cutting-edge.
5. Use these primarily during prospecting, especially for the 5-Minute Drill.
6. Go to any major book supplier and survey the magazine sections on business, technology, and so on. There is an unlimited supply of this kind of information.



SECRET #5**Follow a Prospecting Calendar**

Your Secret to Having the Biggest Sales Year Ever:

Establish a prospecting calendar and stick with it.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Totals
Week 1	Prospecting 6	Prospecting 6	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	12
Week 2	Prospecting 6	Prospecting 6	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	12
Week 3	Prospecting 6	Prospecting 6	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	12
Week 4	Prospecting 6	Prospecting 6	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	12
Total							48 New Prospects

48 Prospects @ 3 months = 144 Prospects @ 50% closing rate with a minimum

order size of _____ = _____ New Units Sold



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